

FIG. 1

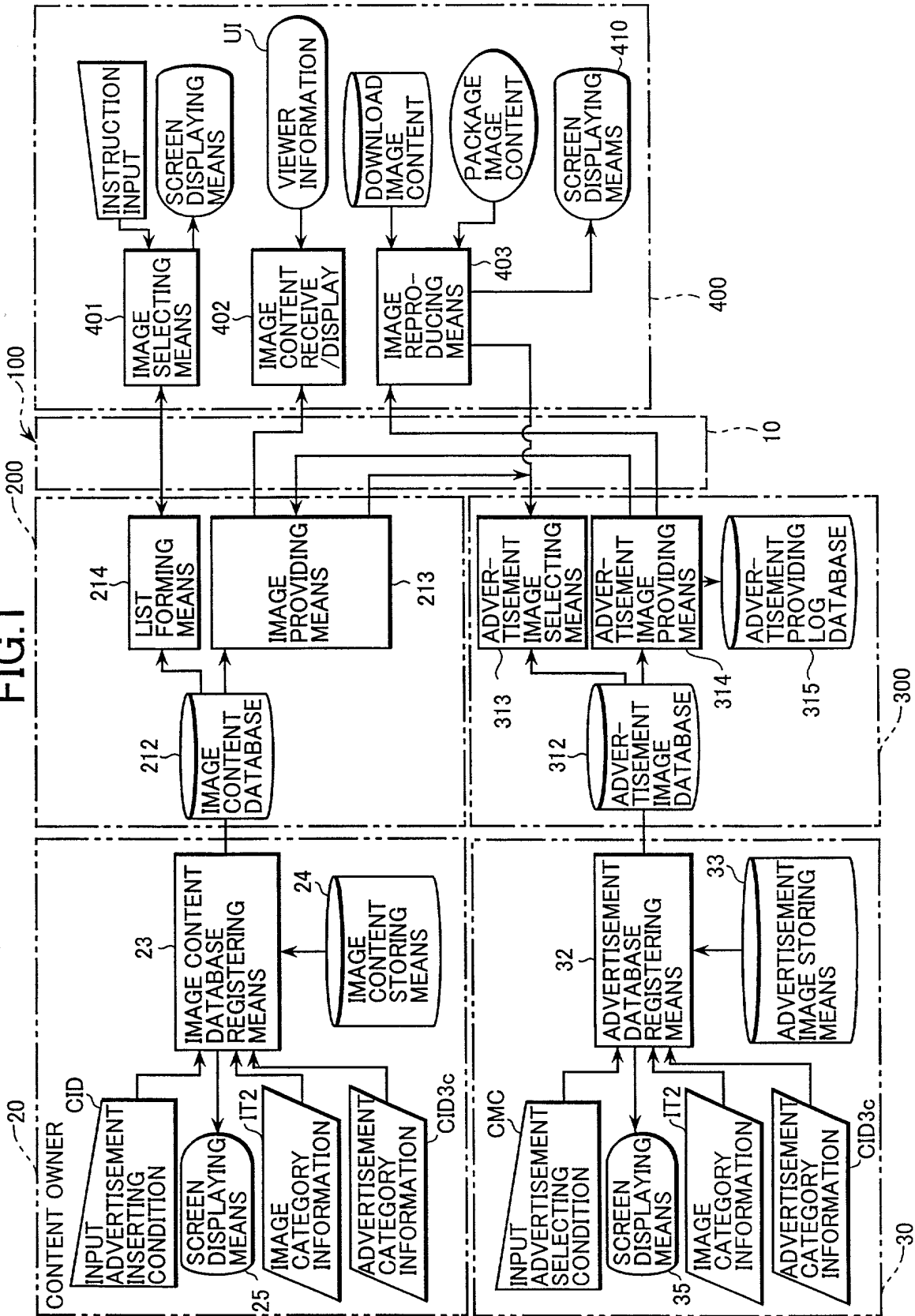


FIG.2

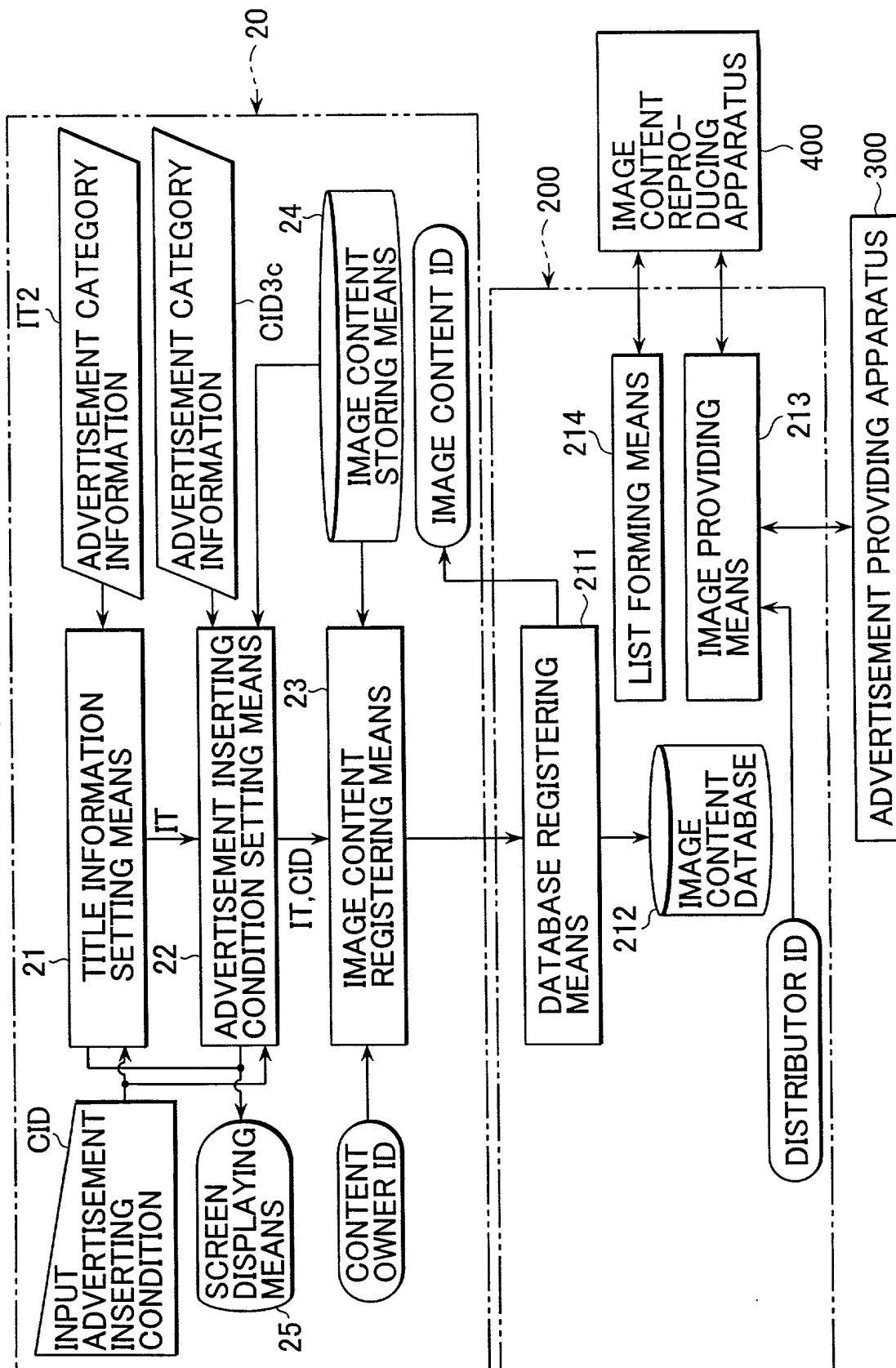


FIG.3A

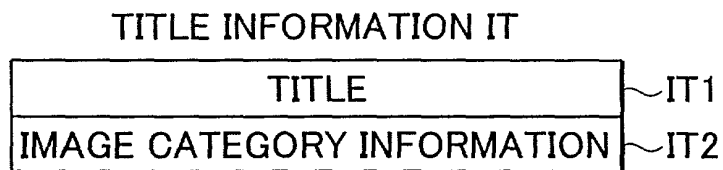
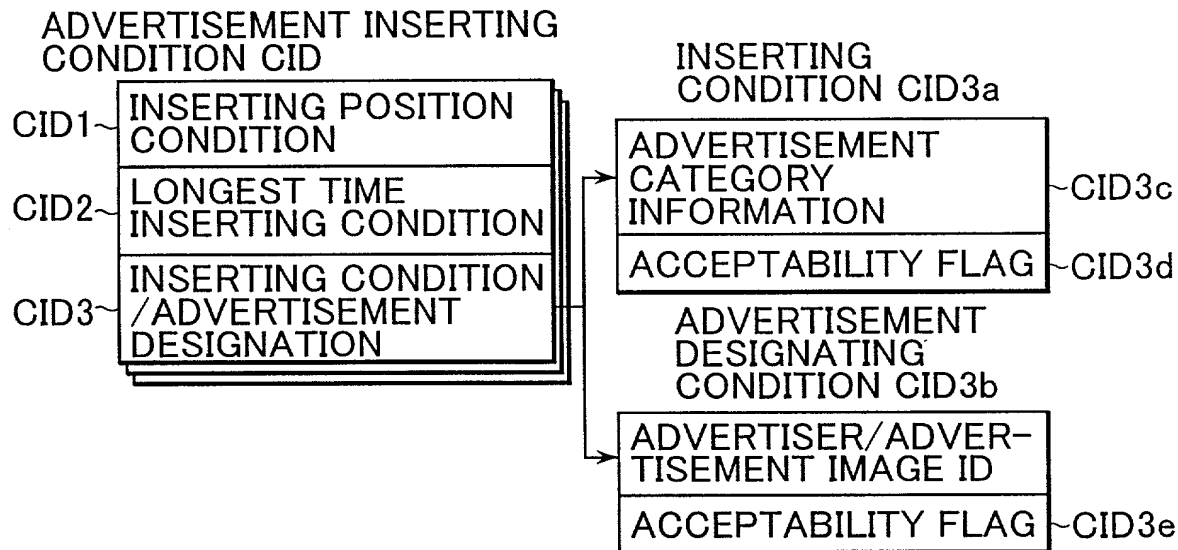


FIG.3B

INFORMATION CATEGORY ~IT2

- 1:INFORMATION/NEWS
- 2:EDUCATION
- 3:BUSINESS
- 4:MOVIE/MUSIC/DRAMA
- 5:SPORT
- 6:VARIETY SHOW
- 7:MEDICAL SERVICE/HEALTH
- 8:GOURMET/COOKING
- 9:LEISURE/TRAVEL
- 10:OTHERS

FIG.4A



**FIG.4B**

## ADVERTISEMENT CATEGORY INFORMATION CID3c

- 1:ENERGY,MATERIAL,MACHINE
- 2:FOOD,BEVERAGE,TASTE GOODS
- 3:MEDICINE,MEDICAL ARTICLES
- 4:COSMETICS,FASHION,ACCESSORIES
- 5:PRECISION MACHINE,STATIONERY
- 6:HOUSEHOLD ELECTRIC APPLIANCE,AV APPARATUS
- 7:AUTOMOBILE,RELATED PRODUCTS
- 8:HOUSEHOLD ARTICLES,TASTE,SPORTSWARE
- 9:REAL ESTATE,HOUSEHOLD FACILITY
- 10:PUBLICATION
- 11:INFORMATION,COMMUNICATION
- 12:CIRCULATION,RETAIL
- 13:FINANCE,BOND,INSURANCE
- 14:TRAFFIC,LEISURE
- 15:DINING-OUT,SERVICE
- 16:GOVERNMENT,ORGANIZATION
- 17:EDUCATION
- 18:RELIGION
- 19:OTHERS

**FIG.4C**

## ACCEPTABILITY FLAG CID3d(CID3e)

- 0:INSERTABLE ONLY FOR ADVERTISEMENT OF INSERTING  
CONDITION/ADVERTISEMENT DESIGNATION
- 1:UNINSERTABLE FOR ADVERTISEMENT OF INSERTING  
CONDITION/ADVERTISEMENT DESIGNATION

FIG. 5

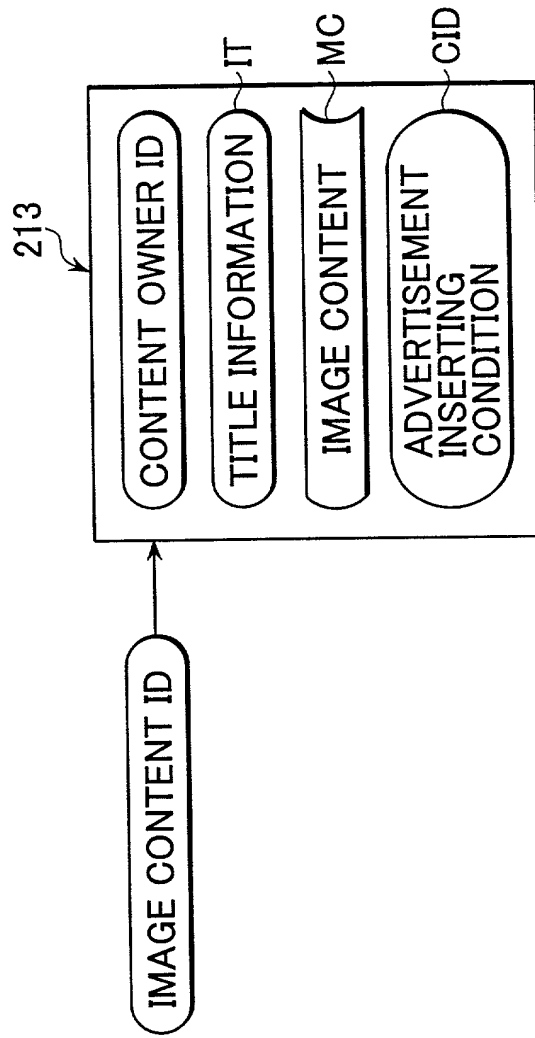




FIG.7A

ADVERTISEMENT INFORMATION CM1	
ADVERTISEMENT TITLE	
ADVERTISEMENT CATEGORY	
ADVERTISEMENT IMAGING TIME	
MAXIMUM NUMBER OF TIMES OF DISTRIBUTION	
DISTRIBUTION PERIOD	

FIG.7B

## ADVERTISEMENT SELECTING CONDITION CMC

CONDITION KIND	CMC1
CONDITION DATA	CMC2
WEIGHTING	CMC3

FIG.7C

CONDITION KIND

1:GENDER  
 2:GENERATION  
 3:OCCUPATION  
 4:AREA  
 5:TIME BAND  
 6:DAY OF WEEK  
 7:IMAGE CATEGORY

WEIGHTING

0:NONE  
 $\pm 1-9$ :WEIGHTING COEFFICIENT

FIG.8

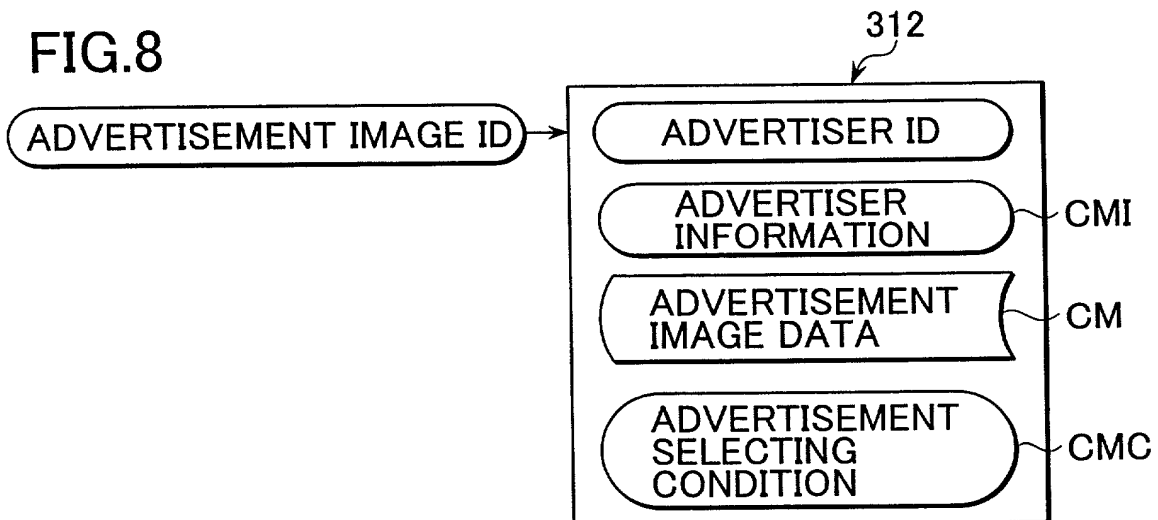


FIG. 9

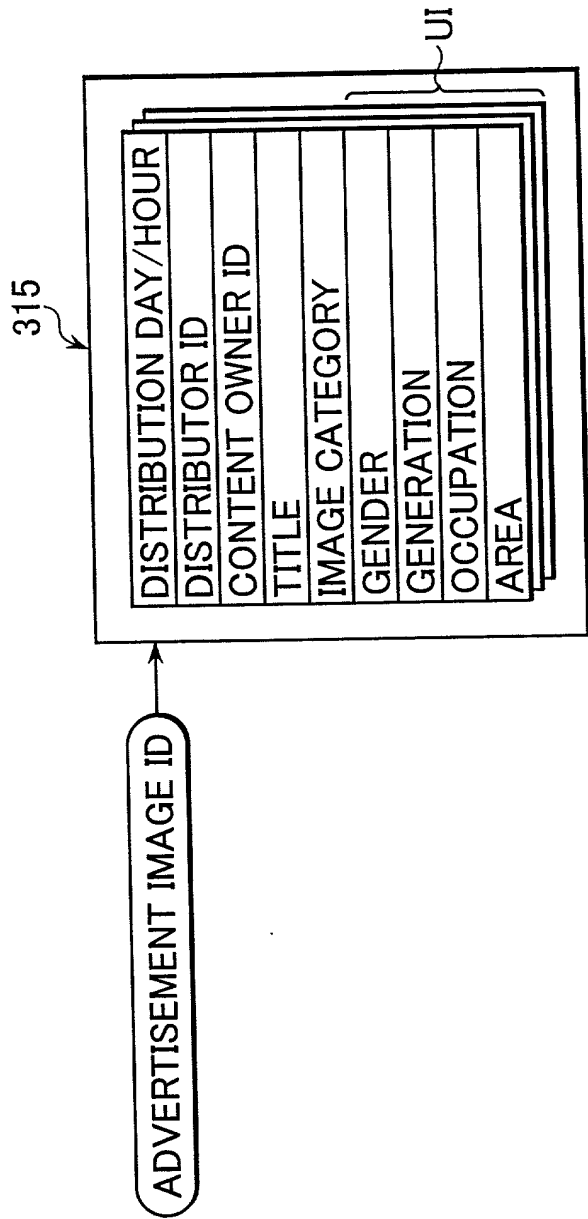
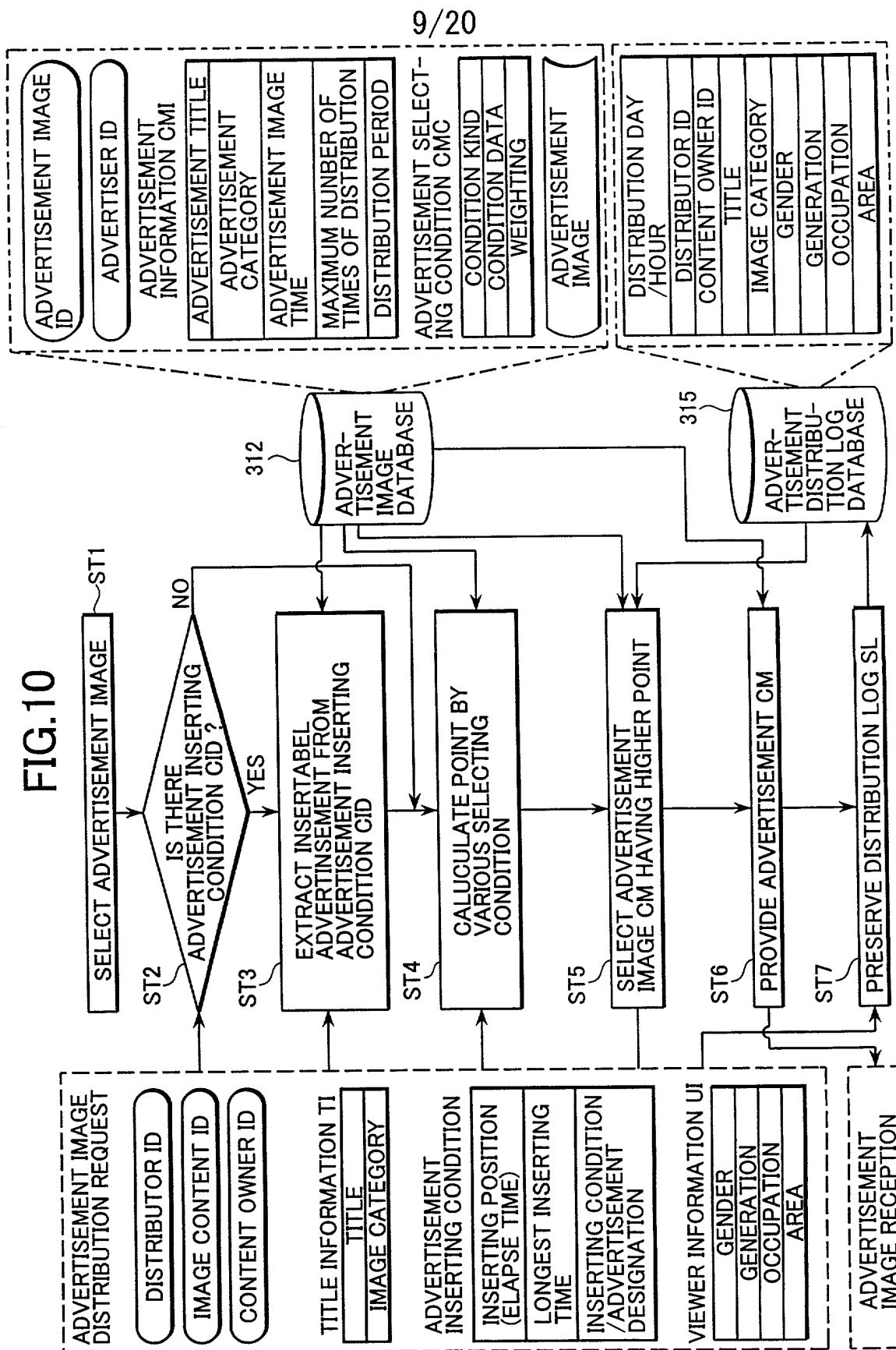




FIG. 10



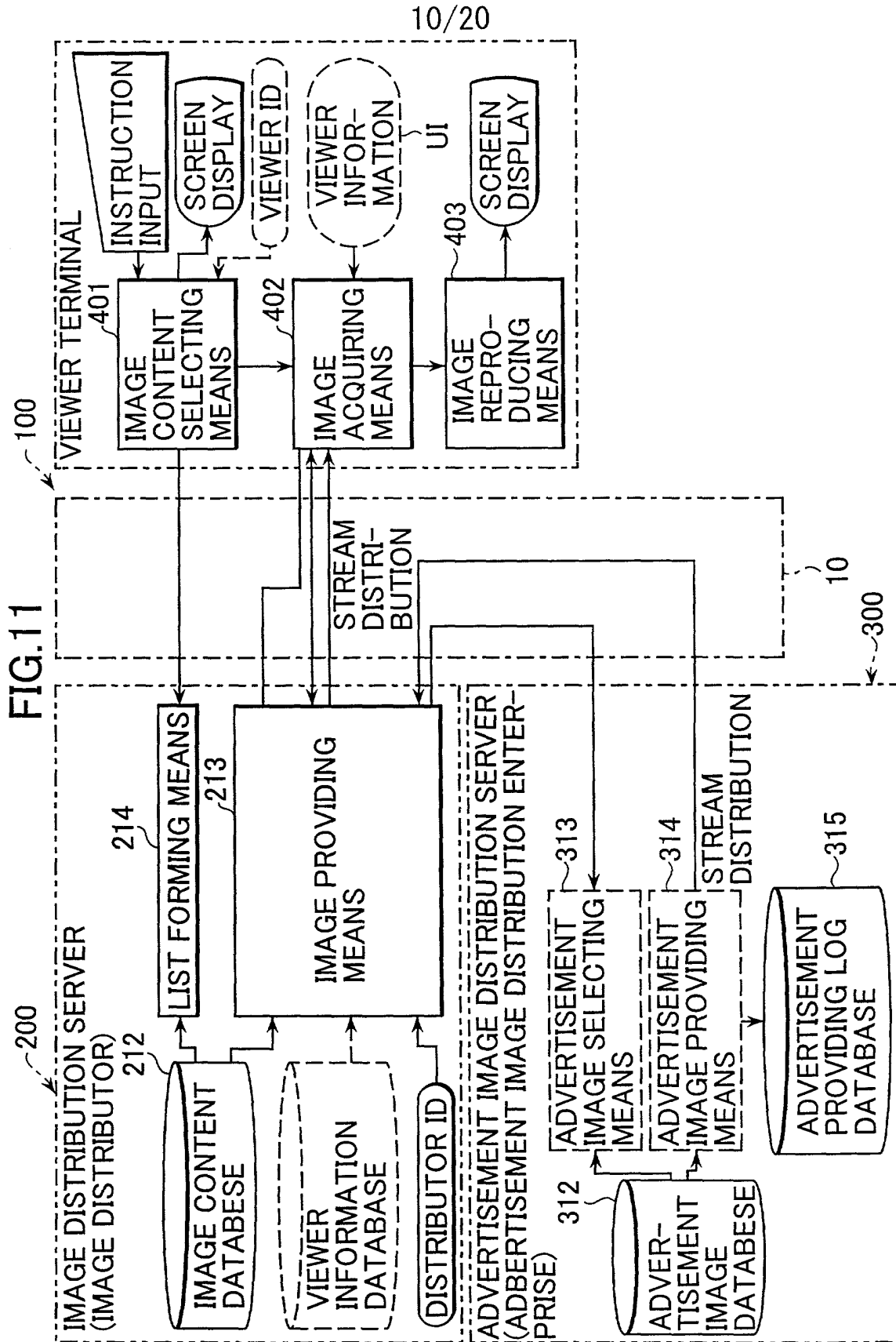
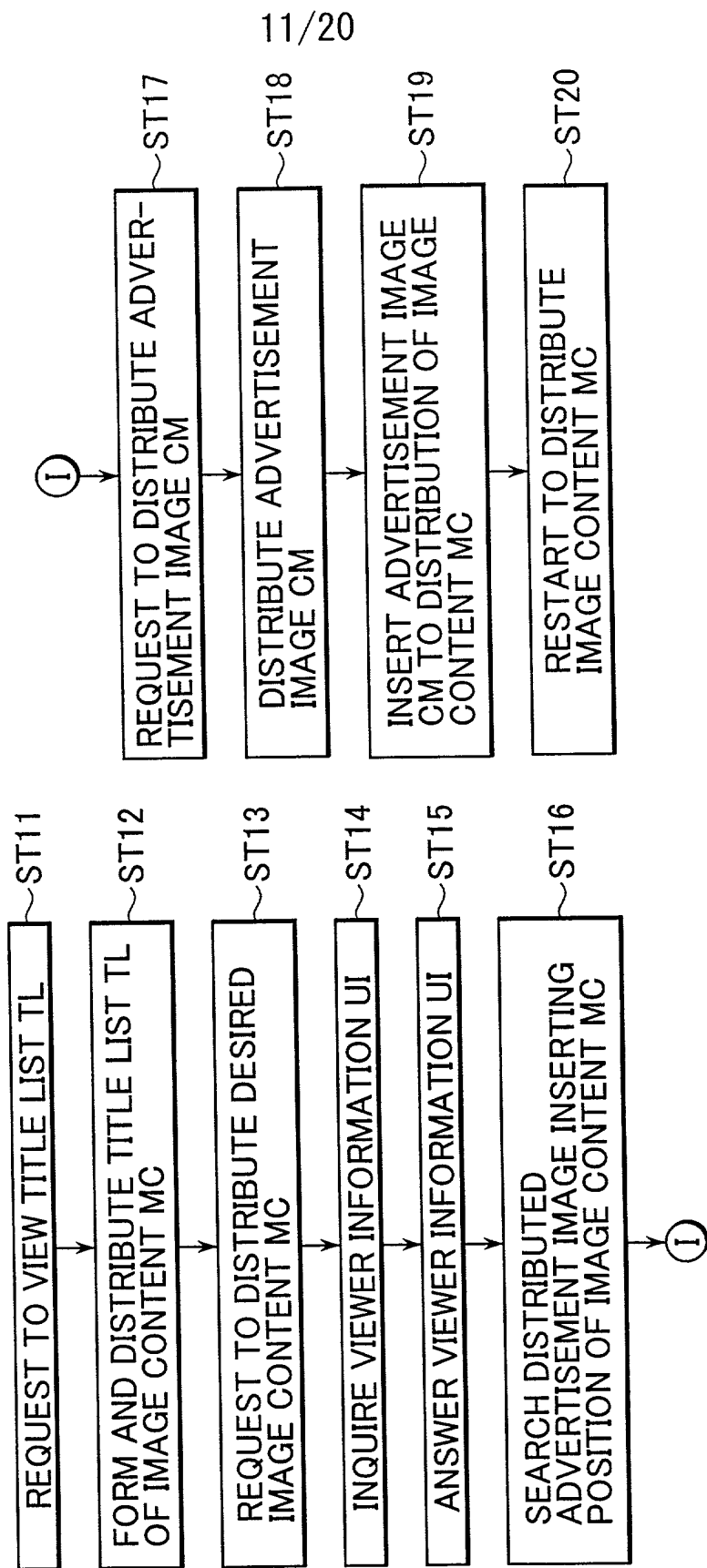


FIG.12



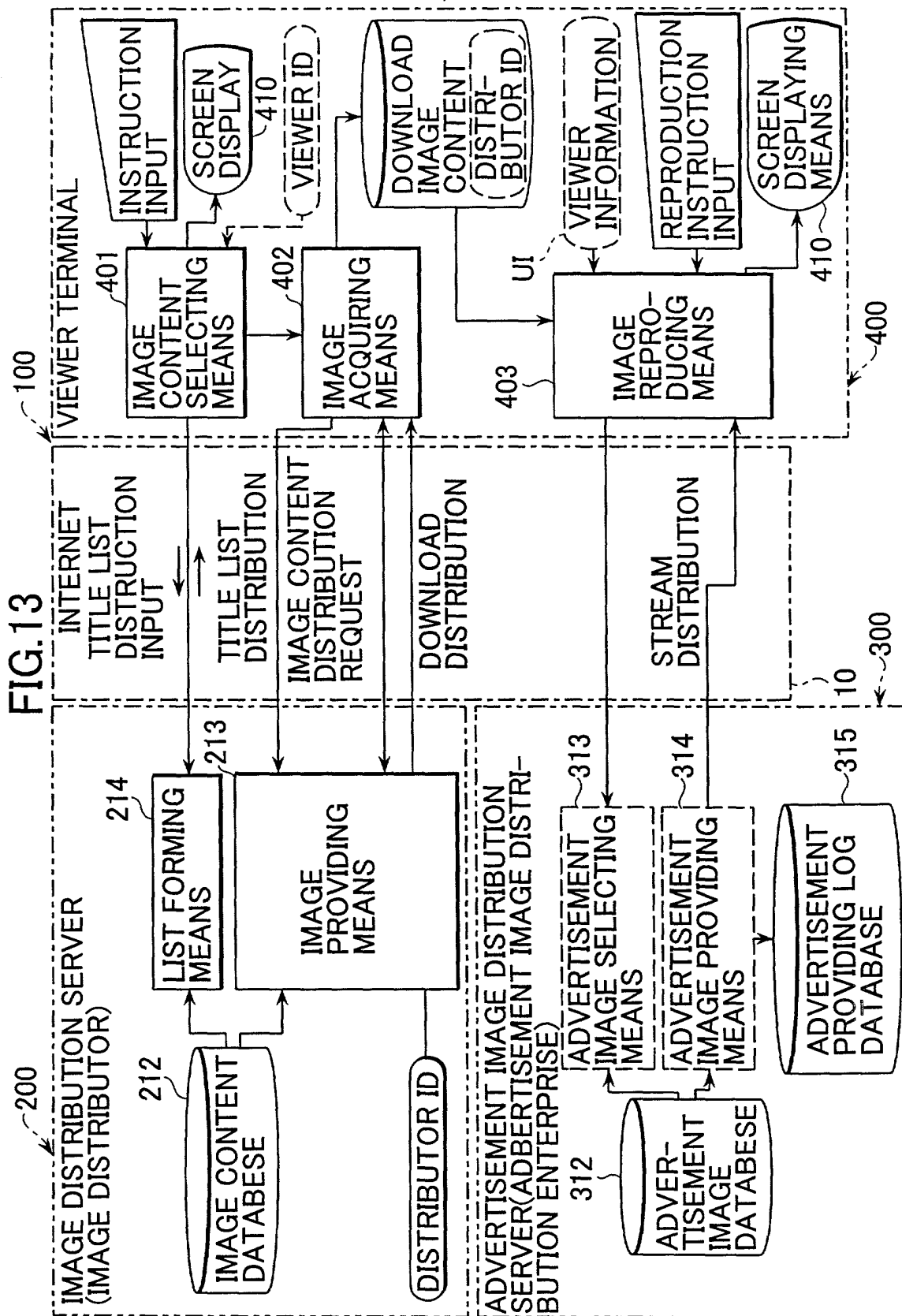
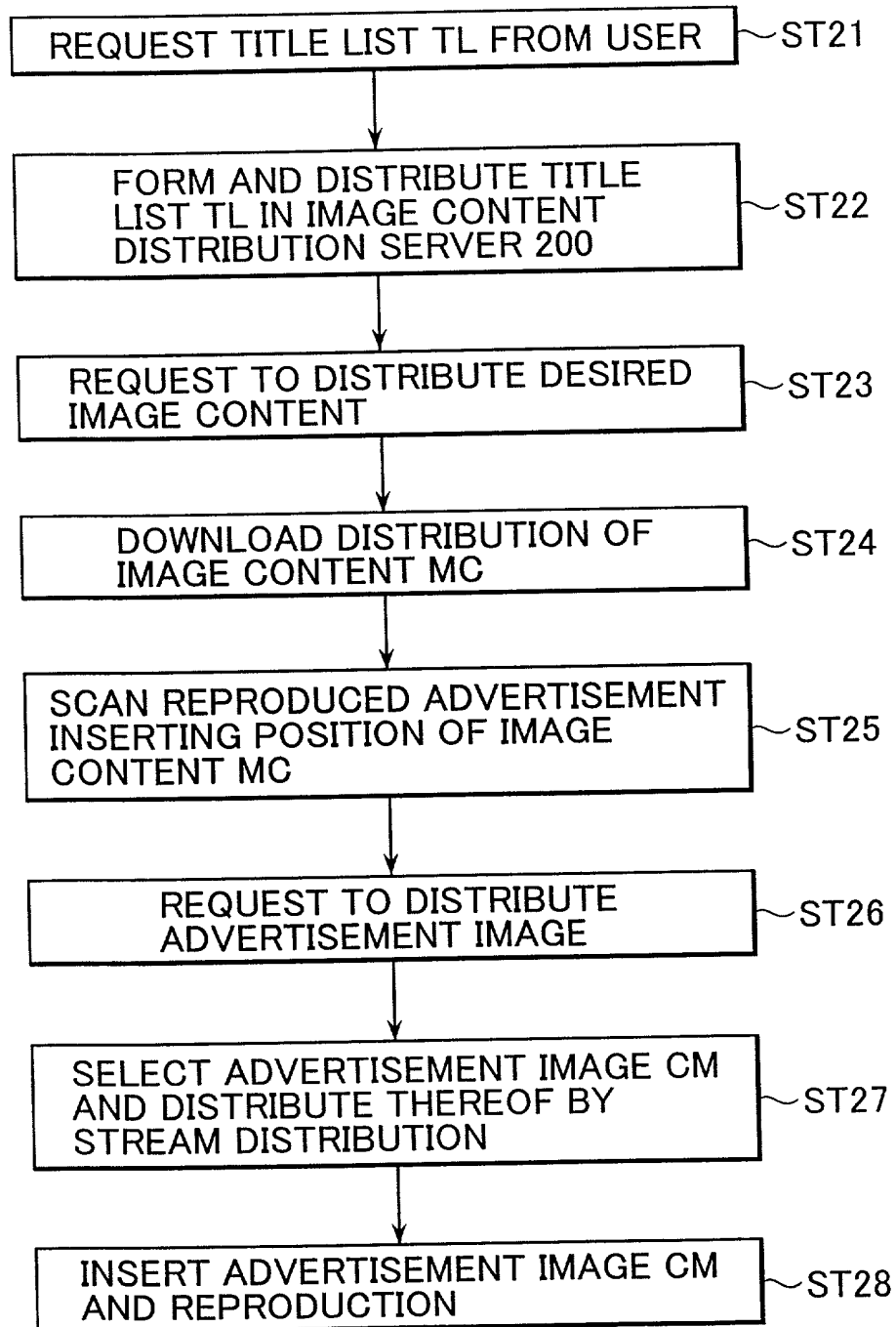


FIG.14



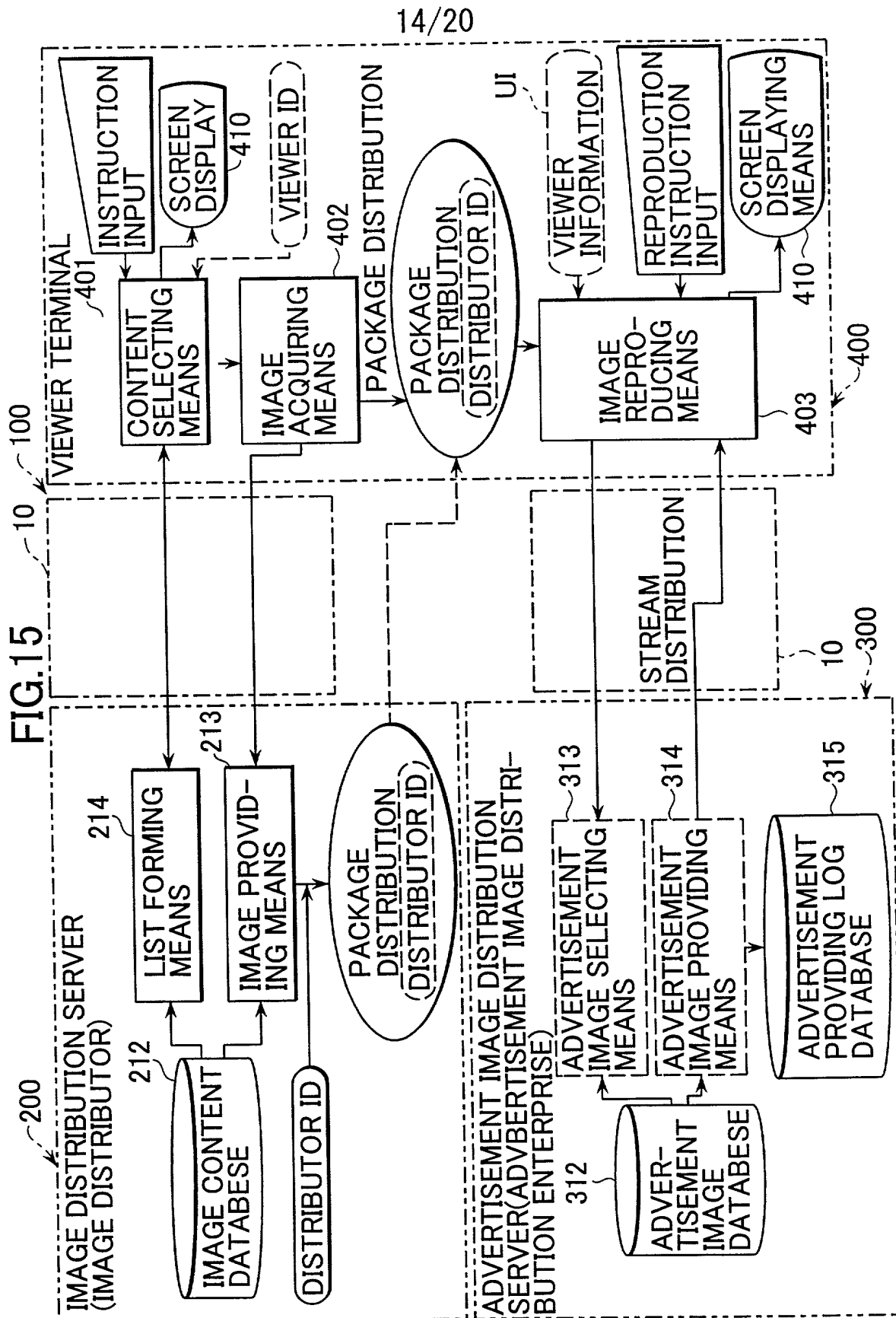
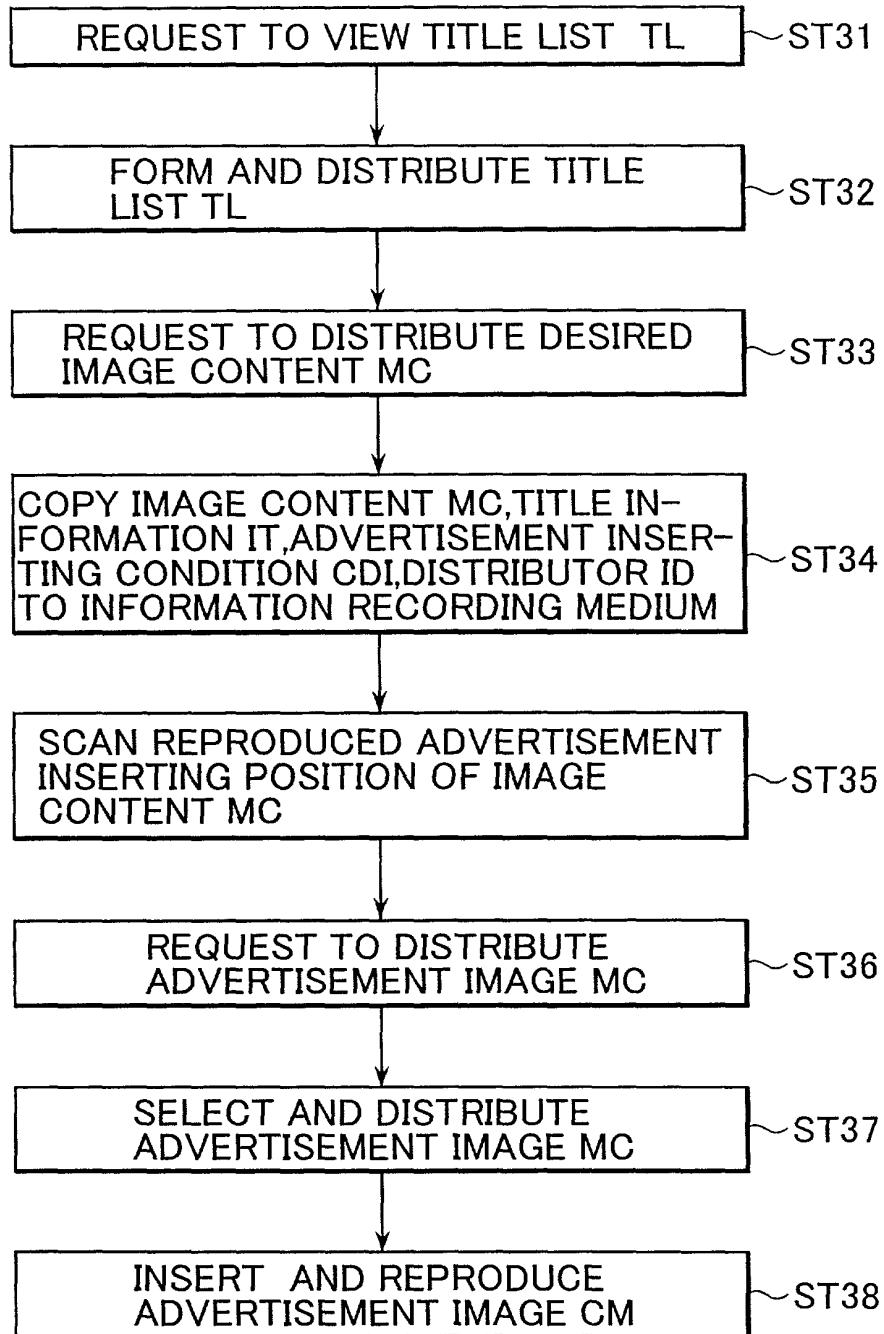


FIG.16



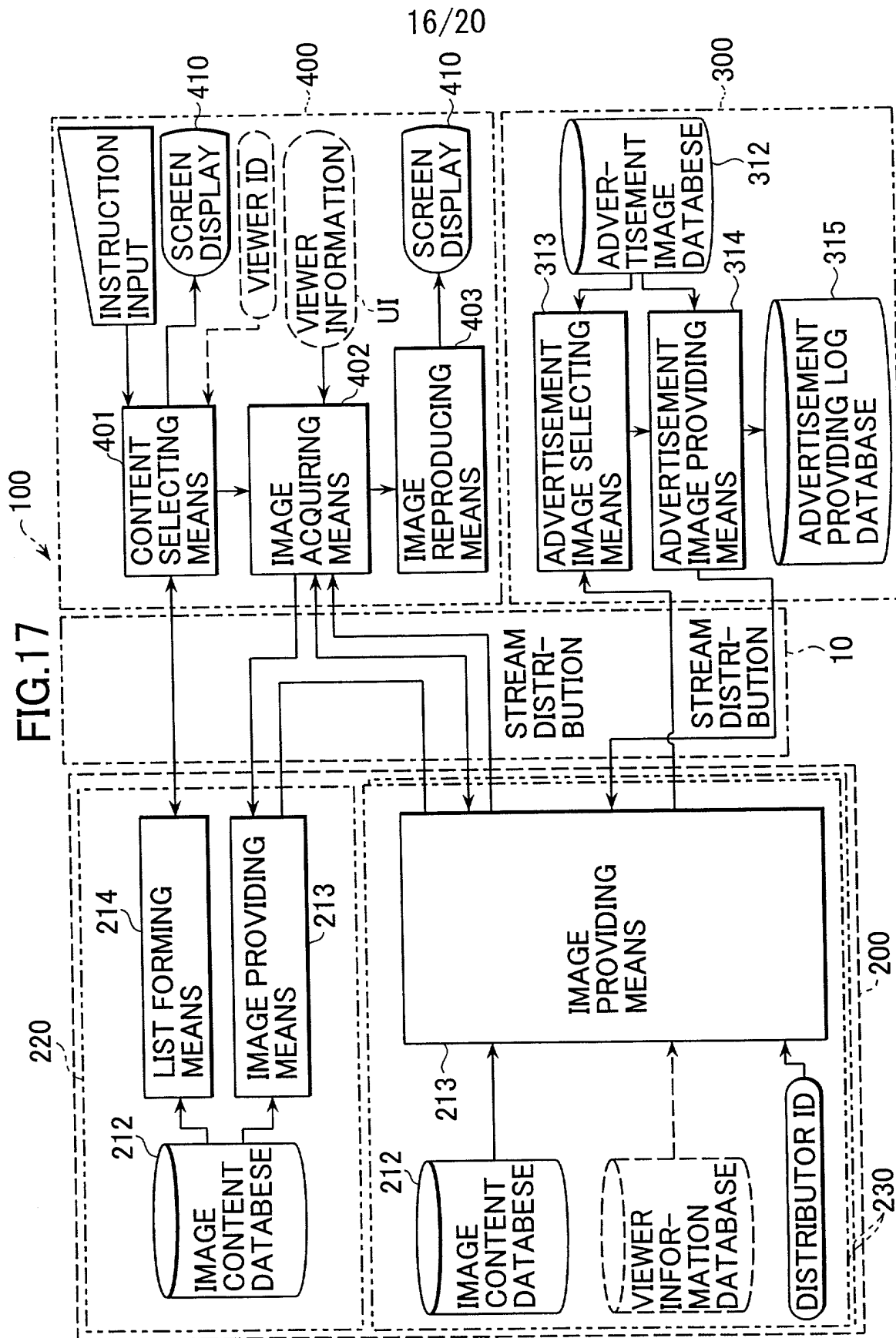
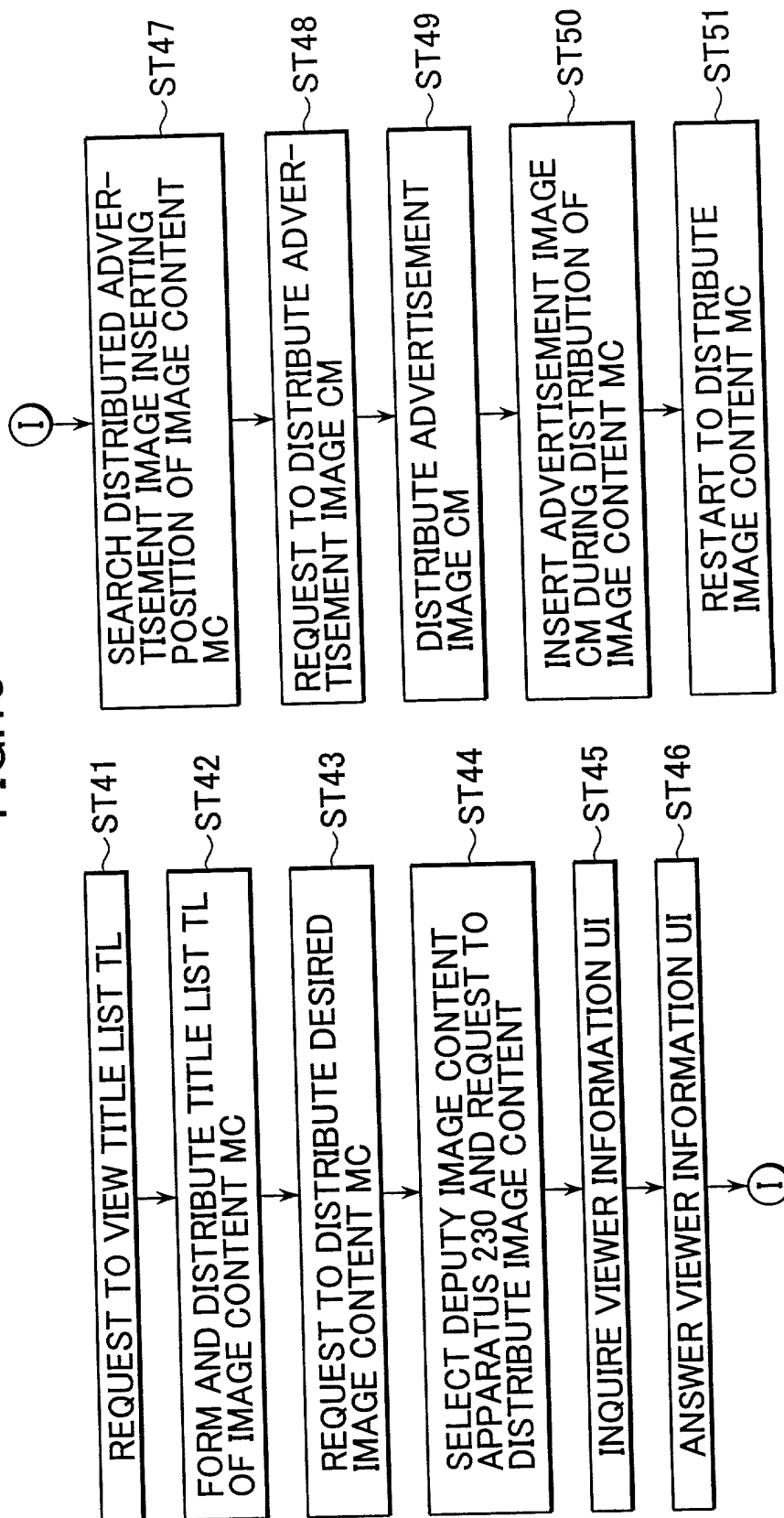




FIG. 18



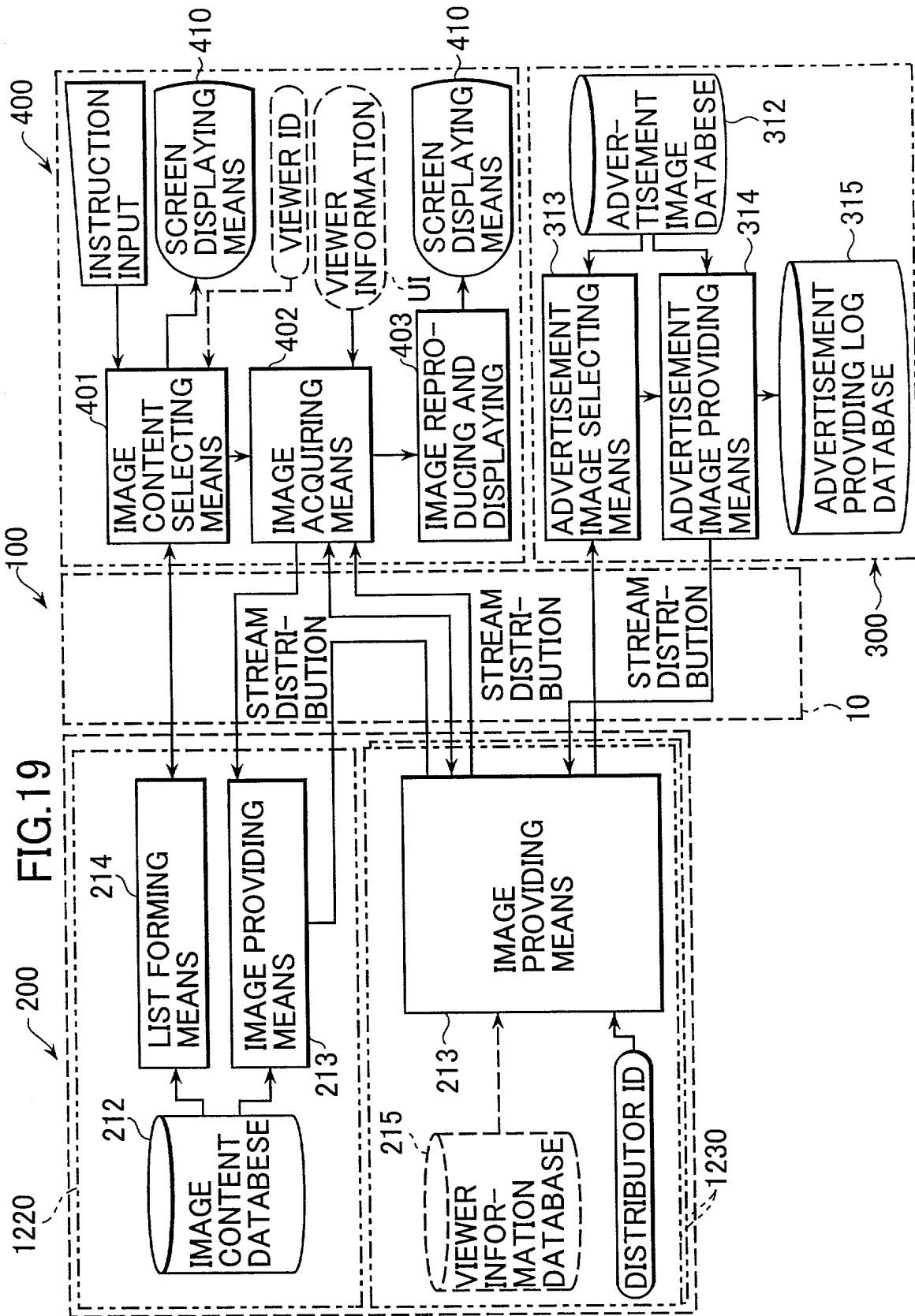


FIG. 20

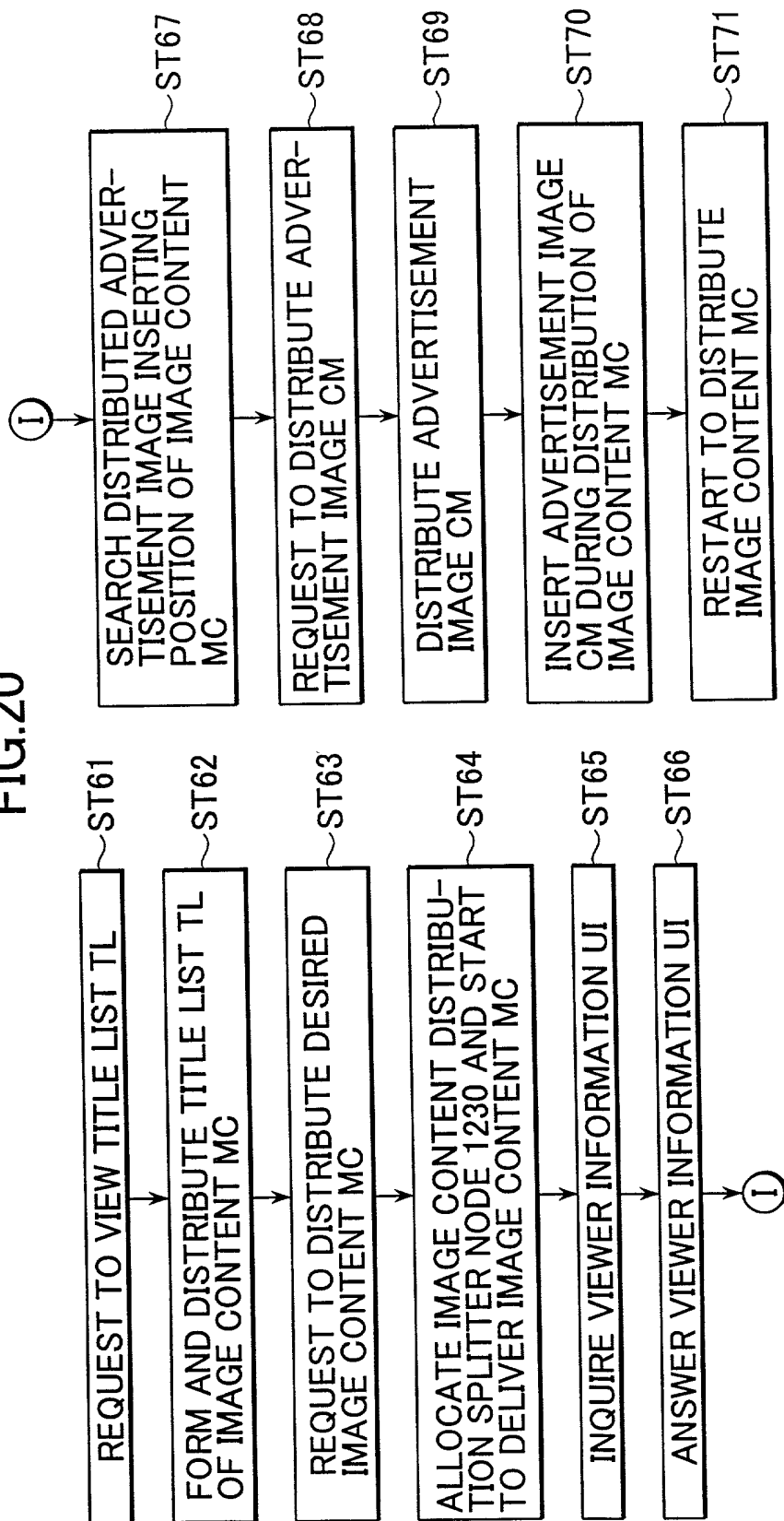


FIG. 21

